



GPS Key Messages and Discussion Points

The goal of the GPS campaign is to motivate high school students to take more responsibility for their studies and to work harder in high school.

Therefore, most GPS messages will be directed to the students. However, several messages will be targeted to parents and teachers and other adults who influence the students.

GPS messaging will be rolled out in four phases over the 2006-07 school year, timed to coincide with and support key school events and functions. Each phase will build on the messages of the prior phase.

PHASE I

August – October

Key Message

DREAM IT

Discussion points

The focus during this phase is high expectations, encouraging **students** to dream big, and **parents** and **teachers** to set and maintain high standards for the teens in their lives.

Events to tie into:

(try to distribute materials in a way that will reach students both at school and at home)

Distribute materials through direct mail, at school registration, parent/teacher conferences and at school events.

PHASE 2

November – January

Key Message

PLAN IT

Discussion points

The focus during this phase is teaching **students** how to develop a career and high school plan. You've already helped motivate them to dream big, now help them plan how to make those dreams come true. **All adults**, including parents, need to have the necessary tools to help the teens plan.

Events to tie into:

(try to distribute materials in a way that will reach students both at school and at home)

Distribute materials at any school events or in newsletters. Use bulletin inserts at school events to support your messages. Seek help from school organizations such as PTO.



PHASE 3

February – April

Key Message

LEARN IT

Discussion points

The focus is on taking the necessary courses identified by the student's career and high school plan. You've motivated the **students** to dream big, helped them develop a plan to reach their dreams, now you must direct them to the right coursework, including helping them identify electives with a purpose. **All adults** need to direct the same message to students — choose good courses that follow their career plans.

This phase also may coincide with registration for fall classes. Use these messages to help **students** and **families** choose wisely.

You can also discuss testing — how and why students are tested and what parents should do with the results.

Events to tie into:

(try to distribute materials in a way that will reach students both at school and at home)

Distribute materials at school events, parent/teacher conferences, through newsletters, or direct mail to students or families.

PHASE 4

May – June

Key Message

DO IT

Discussion points

The focus during this phase is keeping the student on task according to their plan. Teachers and parents should help the student update his or her plan and make revisions based on new interests or skills acquired during the year. Time also should be spent looking forward to make sure the student ties up any loose ends and is prepared for the next school year.

Events to tie into:

(try to distribute materials in a way that will reach students both at school and at home)

Distribute materials at school events, through newsletters.